

\$42450

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date: 10/23/12
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I, Kim Hines
do hereby request station time concerning the following issue:

Amendment 4

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See attached					

Total Charges:

This broadcast time will be used by: _____

<p>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</p> <p style="text-align: center;"> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No </p>
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For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Alabama Education Association


and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER

10/23/12  3342625478

 Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

 DAVE DUNCAN GSM

 Signature Printed Name Title

		Cost per spot		30-Oct 31-Oct 1-Nov 2-Nov 3-Nov 4-Nov 5-Nov 6-Nov							Total num	Total cost		
WBRC	Fox	Tue	Wed	Thur	Fri	Sat	Sun	Mon	Tue			dduncan@wbrc.com	Dave Duncan	
	6a-7a	News Morning	765	1	2	2	2	2	2	2	11	\$8,415.00		
	6-6:30P	News PM	1070	1	2	2	2	2	2	0	9	\$9,630.00		
	10-10:30P	News 10	1180	1	2	2	2	2	2	0	9	\$10,620.00		
	7p-9a	Sat News	320	0	0	0	2	0	0	0	2	\$640.00		
	10-10:30P	News 10 Sat	675	0	0	0	2	0	0	0	2	\$1,350.00		
	10-10:30P	News 10 Sun	845	0	0	0	2	0	0	0	2	\$1,690.00		
Total In Bham		0								0	0	\$0.00		

Total for 1 week Statewide 6 6 6 4 2 6 2 32 \$32,345.00 Gross \$27,492.56 net

35,



WBRC-TV

ORDER

Print Date 10/26/12

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Flight Dates 10/30/12-11/06/12

Contract / Revision 842450 /

Original Date / Revision
10/26/12 10/26/12

Advertiser Alabama Education Associa

Agency Matrix

Buying Contact

P. O. Box 70558
Montgomery, AL 36017

Product

Amendment 4

Agency Com 15%

Billing Contact

P. O. Box 70558
Montgomery, AL 36017

Sales Office L-BIR

Sales Region Local

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order #

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes Agency Political Pol-Issue

Product Codes PL20

Priority P 1

Advertiser Ref

Primary Account Executive
House WBRC

Account Executive	Order%	Start Date	End Date
House WBRC	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
WABM	%	
WBIQ	%	
WBMA	%	
WBRCb	%	
WCFT	%	
WCIQ	%	
WDBB	%	
WIAT	%	
WJRD	%	
WJSU	%	
WPXH	%	
WTJP	%	
WTTO	%	
WVTM	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	35	\$27,493.25	\$32,345.00	0.00	10/29/12	11/06/12	35	\$27,493.25	\$32,345.00
Totals	35	\$27,493.25	\$32,345.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WBRC	10/30/12	11/06/12	Good Day Alabama 6-7am GDA 6-7am	Comm	6-7am	MTWTF--	:30	2	\$765.00	P 1	0.00	NM	11	\$8,415.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		7				\$765.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		4				\$765.00		0.00			
N 2	WBRC	10/30/12	11/06/12	6pm News 6pm News	Comm	6-630pm	MTWTF--	:30	1	\$1,070.00	P 1	0.00	NM	9	\$9,630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WBRC-TV

Print Date: 10/26/12

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Contract / Revision **842450** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/26/12/ 10/26/12

Order Sep 00:15:00

Advertiser **Alabama Education Associ** Product **Amendment 4**

Estimate #

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 2	WBRC	10/30/12	11/06/12	6pm News 6pm News	Comm	6-630pm	MTWTF--	:30	1	\$1,070.00	P 1	0.00	NM	9	\$9,630.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-TWTF--					7	\$1,070.00		0.00				
	Week:	11/05/12	11/11/12	M-----					2	\$1,070.00		0.00				
N 3	WBRC	10/30/12	11/06/12	MF 10pm News M-F 10pm News	Comm	10-1035pm	MTWTF--	:30	1	\$1,180.00	P 1	0.00	NM	9	\$10,620.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-TWTF--					7	\$1,180.00		0.00				
	Week:	11/05/12	11/11/12	M-----					2	\$1,180.00		0.00				
N 4	WBRC	10/30/12	11/06/12	Saturday Morning News Saturday Morning News	Comm	7-9am	-----S-	:30	2	\$320.00	P 1	0.00	NM	2	\$640.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S-					2	\$320.00		0.00				
	Week:	11/05/12	11/11/12	-----					0	\$0.00		0.00				
N 5	WBRC	10/30/12	11/06/12	Sat 10pm News Sat 10pm News	Comm	10-1035pm	-----S-	:30	2	\$675.00	P 1	0.00	NM	2	\$1,350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S-					2	\$675.00		0.00				
	Week:	11/05/12	11/11/12	-----					0	\$0.00		0.00				
N 6	WBRC	10/30/12	11/06/12	Sun 10pm News Sun 10pm News	Comm	10-1035pm	-----S	:30	2	\$845.00	P 1	0.00	NM	2	\$1,690.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S					2	\$845.00		0.00				
	Week:	11/05/12	11/11/12	-----					0	\$0.00		0.00				
														Totals	35	\$32,345.00